

**After-Action Report- Lighten Up! Promotion
(Submit no later than 23 April 2005)**

INSTALLATION – Fort Monroe

PROMOTION POC - Lisa Diddlemeyer

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FINANCIAL DATA: To be submitted for **each** participating food & beverage activity

F&B revenues for the same 3-month periods in 2004/2005:

	JAN	FEB	MAR
2004 F&B	\$14,812.00.	\$11,960.00	\$9,193.00
2005 F&B	\$16,110.00	\$15,870.00	\$16,101.00

SPORTS & FITNESS POC (Impact/Comments):

The Lighten Up promotion brought new participants to our fitness classes including our cycling classes, which we offered prizes for that could “Climb the Mountain” first. We have a steady stream of customers to begin with, but the promotion brought health back to their conscience and reminded everyone to keep active and watch what they eat.

MISCELLANEOUS DATA:

1. Were you satisfied w/promotion materials and prizes received:
Yes – nice variety and the prizes fit with the promotion. The body fat analyzers, walking radios and such were great prizes, especially to give to the fitness center winners as you know the prizes will be used frequently, even after the promotion.
2. Did prizes and promo materials arrive in time for promotion?
Yes – all our materials arrived in December and we had ample time to distribute prior to beginning of promotion.
3. Did your customers like the prizes?
Not all of the pedometers worked the way they were supposed to, but for the most part the prizes were received with positive feedback.
4. Did you have sufficient prizes?
We had almost exactly enough for the promotions we ran. We only have 1 analyzer and a couple pedometers remaining.
5. Did you have sufficient stamp cards? Yes
6. Did your staff find the promo easy to implement?

Yes – I did lend some assistance in reworking the menu and how to promote it, but the healthy menu items were already there, we just had to highlight them and change a couple things. The Fitness Center ran with the promotion and was very supportive.

7. Was the promotion easy for your customers to understand?

I believe so. It would have been nice if each installation could have some kind of grand prize drawing. I did receive feedback about “what are my chances of really winning?” So if this is repeated, I think the incentives need to be improved not only on post but Army wide.

8. Did your staff/customers like the promotion? Yes

OUTSTANDING CIRCUMSTANCES:

Were there any outstanding circumstances that caused sales/participation to be either high or low during the promotion? Describe: No – business as usual at Fort Monroe.

Please send this AAR along with any additional comments to: Shirley Kappa
(Fax: 703 428-6133/DSN: 328-6133 or e-mail to: Shirley.kappa@cfsc.army.mil
or mail to: **LIGHTEN UP! TIGHTEN UP! PROMOTION, PO Box 150162, Alexandria, VA 22315.**